

Message Text

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43

ACTION EUR-12

INFO OCT-01 ISO-00 EURE-00 AGR-05 PA-01 PRS-01 INR-07

RSC-01 /028 W

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P R 161435Z JAN 75

FM AMEMBASSY SOFIA

TO SECSTATE WASHDC PRIORITY 9106

USDOC WASHDC

USIA WASHDC

LIMITED OFFICIAL USE SOFIA 0105

E.O. 11652: NA

TAGS: BEXP, BU

SUBJECT: 1975 PLOVDIV FAIR

USDOC FOR BEWT (THOMPSON); STATE FOR EUR/EE; USIA FOR ICS
AND IEE

REF: SOFIA 0037; STATE 09758

1. DELIGHTED TO BE REASSURED THAT USDOC WILL BE PART OF
USG PARTICIPATION IN 1975 PLOVDIV FAIR. BECAUSE USDOC
CONTRIBUTION LAST YEAR TO US PAVILION WAS SO SUCCESSFUL
AND IN MINDS OF BULGARIANS SHIFTED THE PARTICIPATION FROM
IMAGE TO COMMERCIAL BASIS, WE HOPE USDOC, DESPITE BUDGET
RESTRICTION, WILL COME INTO EXHIBIT IN MOST MEANINGFUL WAY.

2. IN DISCUSSION BETWEEN DCM AND FIRST DEPUTY MINISTER
OF FOREIGN TRADE LUKANOV ON OTHER MATTERS, QUESTION OF US
PARTICIPATION IN PLOVDIV FAIR CAME UP. DCM SAID THERE WAS
POSSIBILITY THAT WE WOULD HAVE TO GIVE UP "FOOD PROCESSING
AND PACKAGING" THEME BECAUSE OF COMPETING EXHIBIT IN
MOSCOW BEGINNING OCTOBER 15.

3. LUKANOV URGED WE RETAIN THAT THEME SINCE IT COMPLE-
MENTS TO OUR 1974 EFFORT AND IS OF EQUAL INTEREST TO
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BULGARIANS. HE SIAD HE COULD SEE NO REASON WHY US COULD NOT

HAVE SIMILAR EXHIBITS IN BOTH PLOVDIV AND MOSCOW. WITH REGARD TO SHIPPING EQUIPMENT FROM PLOVDIV TO MOSCOW, THE GOB WOULD GIVE EVERY ASSISTANCE AND UNDER THESE CIRCUMSTANCES EQUIPMENT COULD BE IN MOSCOW FIVE DAYS AFTER CLOSE OF PLOVDIV FAIR, SEPTEMBER 10.

4. WE HOPE PACKAGING ASPECT OF EXHIBIT HAS NOT BEEN DROPPED AND THAT WHAT IS BEING CONSIDERED IS IN FACT FOOD PROCESSING AND PACKAGING, WITH TOBACCO SOMEHOW WORKED IN. INCIDENTALLY, CANADIANS HAVE JUST MADE LARGE SALE OF TOBACCO CULTIVATING EQUIPMENT HERE WHICH WILL CUT INTO MARKET POTENTIAL IN THAT SECTOR AND BRITISH ALREADY IN THE TOBACCO PROCESSING FIELD UNDER LICENSING ARRANGEMENTS.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 16 JAN 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: GolinoFR
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975SOFIA00105
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750017-0272
From: SOFIA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750146/aaaabofi.tel
Line Count: 75
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: 75 SOFIA 0037, 75 STATE 09758
Review Action: RELEASED, APPROVED
Review Authority: GolinoFR
Review Comment: n/a
Review Content Flags:
Review Date: 01 MAY 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <01 MAY 2003 by ShawDG>; APPROVED <05 MAY 2003 by GolinoFR>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: 1975 PLOVDIV FAIR USDOC FOR BEWT (THOMPSON); STATE FOR EUR/EE; USIA FOR ICS
TAGS: BEXP, BU
To: STATE USIA
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006